

UNITY

Bulletin

FOOD FOR LIFE

Jan-May 2021

SUNRIDGE SUPERHEROES GROUP LAUNCH

Sunridge Foods explored the idea of creating a Facebook community

Sunridge Foods STANDS IN SOLIDARITY WITH THE PEOPLE OF KASHMIR

A fitting tribute through a DVC to the people of Kashmir on Kashmir Day

SUNRIDGE MOTHER'S DAY CONTEST

An engagement contest for members to like, share and tag their friends on the Mother's Day ad



Empowered with **Unity**



Branded Cooking Show on Masala TV with **Chef Shireen Anwar**



1ST EVER BRANDED FACEBOOK COMMUNITY

As a brand that is cognizant of what its customers want, Sunridge Foods explored the idea of creating a Facebook community as these groups are an excellent place for two-way communication between businesses and their customers.

Hence, Sunridge Superheroes Group came into being as Pakistan's first ever branded community on the social media networking site. Due to the brand's popularity and relevance with its audience, the Sunridge Superheroes Group welcomed its first 1K members in the very first month. To ensure the Group was active and happening, the brand has held a number of contests, encouraging audience participation, garnering more popularity and growth in the numbers.



Sunridge Super Heroes

1.9 ہزار ممبرز

مباحثات

Join Group

Announcements · 27

Sunridge Foods
 9:33 PM مئی 26
 Learn new & sumptuous food recipes in Sunridge - Ghizaayat Say Bharpoor Kitchen only on Masala TV with your favourite Chef Shireen Anwar on Saturday & Sunday from 4:30 pm - 5 pm AND on Thursdays across all our digital platforms! Stay tuned!
 #SunridgeFoods #SunridgeSuperheroes #SunridgeGhizaayatSayBharpoorKitchen #MasalaTV #ShireenAnwar



28 3 comments 6 shares

Like Comment Share

View 1 more comment

- Tahir Soomro**
Great
Share · 3 d
- Shahrukh Memon**
Great
Share · 3 d

About

Sunridge Foods dedicate this community to all you foodies out there. Together, let's promote the importance of nutrition, health and wellness wh... See more

کئی بھی شخص گروپ میں موجود لوگوں اور ان کی پوسٹوں کو دیکھ سکتا ہے۔

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تقریب آئے والا
 کئی بھی اس گروپ کو تلاش کر سکتا ہے۔

عمومی group

Recent media



See all



SUNRIDGE CONTESTS

Sunridge Fortified Chakki Atta Contest

The first contest – Sunridge Roti Contest – asked the audience to send in their most creative recipes using Sunridge Chakki Atta with pictures so they may win exciting prizes. After the overwhelming success of the first contest, the brand launched another contest – this time by the name of Sunridge Superfine Contest.

The audience were asked to come up with the most creative recipes and send in their sumptuous foodstuff, made using Sunridge Superfine Atta, via pictures. The winners were rewarded with sublime giveaways. The third, and most recent, contest – Sunridge Super Kitchen also followed the same pattern as its preceding contests and the winning participants enjoyed their pictures being put up on the Group.



WINNING ENTRIES



ERUM SHAH
(PALAK KA PARATHA)



JAVERIA SULTAN
(ROTI PIZZA)



HAFSA AHSAN
(SAUSAGES AND CHEESE FILLED FLOWER BUNS)



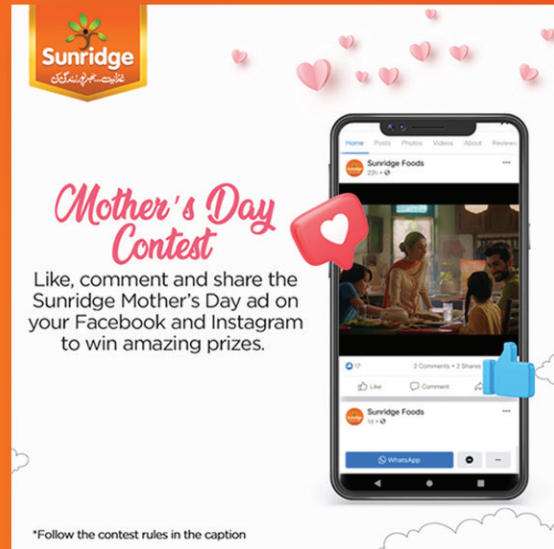
AINEY WAHEED
(MEETHI TIKIYAN)



AYAN HUMA
(TEA COOKIES)

Sunridge Mother's Day Contest

For our Facebook community, Sunridge Superheroes, we ran an engagement contest where we asked the members to like, share and tag their friends on the Mother's Day ad. We received great amount of traction on the contest and announced one lucky winner who was gifted an exciting hamper.



Sunridge Fortified Maida – Baking Contest

On Eid, we organized a fun baking contest with our Sunridge Superheroes Community. Members were asked to share their favorite baking recipe with pictures using Sunridge Fortified Maida. We received an overwhelming response with hundreds of entries of succulent baked items and desserts along with great engagement on every post.



KASHMIR DAY DVC

As one of the leading Pakistani brands and popular with the masses, Sunridge Foods paid a fitting tribute to the people of Kashmir on Kashmir Day. The brand's homage was paid in the form of a video montage encapsulating the stunning landscape and the brave people of Kashmir.

The brand communicated the message of resilience, bravado and valor being displayed by the courageous people of the occupied region, of how they have been kept under lockdown for more than 500 days, staring injustice in the eye and resisting illegal occupation for the last 70 years.

Allama Iqbal's *Parinday Ki Faryad* being sung in melodious vocals in the background only amplified the message ten-folds.



**SUNRIDGE FOODS STANDS IN SOLIDARITY
WITH THE PEOPLE OF KASHMIR.
WE HOPE THAT EVERY KASHMIRI GETS
THEIR FREEDOM BACK!**



QUICK RECIPE VIDEO BY SUNRIDGE CHEF SALMAN IN SUNRIDGE KITCHEN



The brand launched a quick recipe video with the popular Chef Salman in Sunridge Kitchen, showing the audience how to get creative with Sunridge Fortified Atta. In the video, the chef doesn't just highlight the benefits of this specific atta but also makes Whole Wheat Biscuits.

The video was loved by the audience, garnering many views.



COLLABORATION WITH FOOD FUSION



To leverage its product usage and the already booming popularity, Sunridge Foods have collaborated with Food Fusion – the largest quick recipe platform on social media these days. The seven recipe videos showcased four products from our flour range – White Chakki, Superfine, Maida & Fortified Chakki Atta – and how creatively scrumptious snacks can be made using the brand.



THREE VARIATIONS OF MAKE AND FREEZE PARATHA USING SUNRIDGE SUPERFINE ATTA



HOMEMADE PANINI BREAD USING SUNRIDGE WHITE CHAKKI ATTA



LIQUID DOUGH PARATHA USING SUNRIDGE SUPERFINE ATTA



CRISPY KHASTA WHOLE WHEAT KACHORI USING SUNRIDGE FORTIFIED CHAKKI ATTA



BAKERY BISCUITS USING SUNRIDGE MAIDA



CHOCOLATE CAKE USING SUNRIDGE MAIDA



WHOLE WHEAT CALZONE USING SUNRIDGE FORTIFIED CHAKKI ATTA

OVERALL STATS OF FOOD FUSION VIDEOS

S.No.	Recipe Name	Release Date	Facebook			YouTube		Instagram	
			Views	Shares	Likes	Views	Likes	Views	Comments
1	Chicken Panini Sandwich with Homemade Panini Bread	26 th Feb	153.4K	1K	2.9K	331K	7.2K	102K	28
2	Liquid Dough Paratha 2 new-ways	4 th March	479.9K	2.8K	9.5K	529K	6.7K	255K	200
3	3 Make and Freeze Paratha	11 th March	205K	1.7K	6K	127K	2.6K	105K	36
4	Whole Wheat Khasta Kachori	23 rd March	117.8K	464	2.4K	84K	1.8K	72K	10
5	Whole Wheat Pizza Calzone	5 th April	260.4K	882	4.4K	76K	1.8K	95K	22
6	Bakery Biscuits	20 th April	340.6K	5.4K	14K	4.6K	10K	110K	72
7	Chocolate Cake	11 th May	242K	1.2K	5.3K	359K	9.2K	166K	106
	Total		929.2	3754.6	20.1	804	15.1	504	273

COLLABORATION WITH 'ASK FARY'



Sunridge Foods collaborated with the popular Facebook group 'Ask Fary', at a meet-and-greet event to encourage audience participation.

The engaging activity at the event saw kids participate with zeal and fervor as well as baking delicious snacks. The attendees were awarded 2 kg Sunridge High Fiber Atta.



WOMEN'S DAY

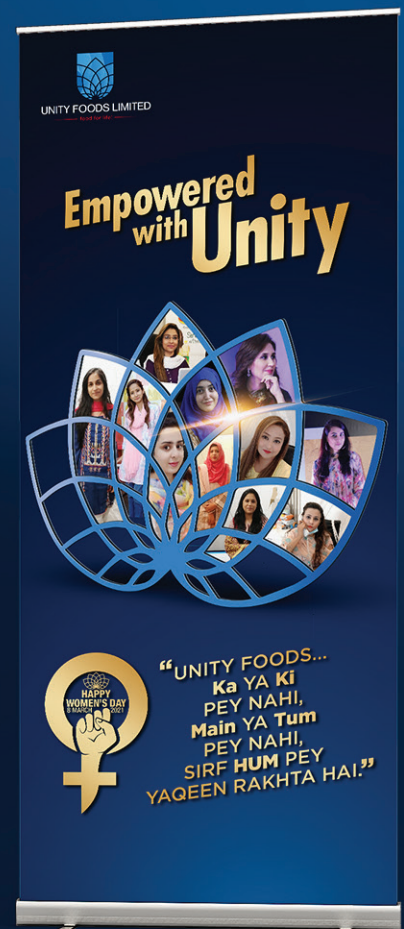
Sunridge believes that the women in our workforce are the backbone of the company. This Women's Day, we took the opportunity to celebrate the incredible women at Sunridge who nurture the growth of the company everyday with their untiring efforts.

Under the theme of 'Empowered with Unity', we decorated the entire office and celebrated the presence of the strong women at Sunridge. As a token of gratitude for their unwavering efforts, all female employees were given a gift.



Empowered with Unity

“UNITY FOODS...
Ka YA Ki
PEY NAHI,
Main YA Tum
PEY NAHI,
SIRF HUM PEY
YAQEEEN RAKHTA HAI.”



WOMEN'S DAY DVC

It is widely believed that only a women's touch can turn a house into a home. While this is undoubtedly true, Sunridge believes that along with completing a house, women of today are achieving way more as they prove their mettle in every field of life.

To celebrate these strong and incredible women, Sunridge launched an impactful DVC which struck the chords of the heart and was received with warmth, love and appreciation from our followers.



Video link the DVC:
<https://www.facebook.com/Sunridgefoods/videos/730788670916736>

REAL LIFE SUPERHERO CONTEST

As a brand that is popular amongst women, and supports their equal representation in every segment of the society, Sunridge Foods celebrated women this Women's Day in quite a special way. Keeping the audience engaged and appreciate the contributions of women in our society every day, Sunridge Foods also held a contest on their social media pages and Facebook group – Real Life Superhero Contest – celebrating women who inspire other women.



23RD MARCH PAKISTAN DAY DVC

As a brand that celebrates patriotism, Sunridge Foods honored the Pakistan Resolution Day quite spectacularly. The brand had a patriotic song written particularly for this day, highlighting the struggle with which our forefathers pledged to achieve an independent and sovereign homeland, as well as integrating the brand's USP. The montage featured various shots taken from a DVC shot earlier, archive footage from the historic time as well as the Minar-e-Pakistan.

The montage was very well-received among the audience.



SUNRIDGE GHIZAYAT SE BHARPOOR KITCHEN - BRANDED COOKING SHOW ON MASALA TV WITH CHEF SHIREEN ANWAR



Further capitalizing on its popularity, Sunridge Foods decided to come up with a branded cooking show on Pakistan's leading cooking channel – Masala TV. The show is called 'Sunridge Ghizayat Se Bharpoor Kitchen' with the very well-known and well-liked Chef Shireen Anwar, where she makes snacks and food made using various Sunridge Atta brands. The show is aired every Saturday & Sunday 4:30 pm – 5 pm on Masala Channel, and is also available on all Sunridge Foods social media platforms.





Sunridge

سُپرفائن آٹا

LAUNCH

Sunridge launched a new product in its flour category; Sunridge Superfine Atta.

Sunridge Superfine Atta is sourced from the best wheat grains from the finest agro-ecological zone of Pakistan and put through a two-stage cleaning process. The milling process ensures the flour is grinded to perfection in order to make the flour superfine.

The taste, aroma and softness of Superfine is better due to long extraction of flour. The great taste of fine wheat coupled with the health benefits of whole wheat flour not only provides complete nutrition, but makes your meal time delicious.



CHEF NAHEED ANSARI ENDORSES SUPERFINE ATTA

A veteran in her field and the very popular, Chef Naheed Ansari tried and tasted Sunridge Superfine Atta at her home, and liked it so much that she posted a shout-out video. In the video, Chef Naheed heaps praise on Sunridge Superfine Atta and how it's filled with nutrients and vitamins which are essential for good health.



SUNRIDGE FORTIFIED TVC RE-RUN ON DIGITAL – YOUTUBE & FACEBOOK

As it was so well-received by our consumers and audiences from all over Pakistan, Sunridge Foods did a digital re-run of Sunridge Fortified TVC across its YouTube and Facebook platforms. The DVC was well-received by audiences across all our digital platforms.



NOVISTA T20 SUPER LEAGUE

Sunridge was proud to be part of the Novista T20 Super League as part of their major sponsor.





PREMIUM QUALITY
MAIDA

Sunridge is proud to launch its High Quality Premium Maida.

Sunridge Maida is purposefully milled to be versatile - making it rich enough for breads, parathas, buns, pies and pizza crusts and gentle enough for tender, delicate cakes, muffins and brownies.

Our maida is unadulterated and packed with nutrients including Iron, Zinc, Folic Acid & Vitamin B12. Its fine texture ensures that your baked goods not only taste great, but have the shape, structure and texture you wish to achieve.



SUNRIDGE FORTIFIED MAIDA LAUNCH

Following the launch of Sunridge Maida, a morning session was held at Unity Foods Head Office, where teams comprising of Managers and Order bookers, TSE's and ASM's were briefed by Marketing on the activity. The objective was to provide information about Sunridge Maida and how it is different from other available brands in the market and also to familiarize them with the new product packaging along with any special offers. A well-explained video was shared to brief the offering.

The teams then visited the markets with Order bookers and informed the shopkeepers about Maida Launch, distributed trade letters, sold it over the counter and displayed the TPOSM at the shop.

Moreover, to create buzz and excitement, contest was conducted amongst the teams for Best Merchandising Display, Most Productive Team and Best Teams Group Picture.



Market storming activity held at the Head Office



Sunridge Maida product placement at retail outlets



Sunridge Maida TPOSM execution

SUNRIDGE FORTIFIED BRAND EXECUTION IN MAJOR LMTS



SUNRIDGE PRODUCT PLACEMENT IN MARKETS



SUNRIDGE MOTHER'S DAY CAMPAIGN

For Mother's Day 2021, we created a campaign that captured attention, evoked emotion and catapulted the brand into the forefront of everyone's mind. It was important for us to be authentic, real and raw to tell a powerful story.

Our narrative revolved around a woman who learned everything from her mother except how to live without her. This heart-touching insight triggered emotions of the audience as every nuance and every dialogue was extremely relatable and emotional.

The ad aired on the top TV channels of Pakistan during the Mother's Day weekend and was also a super-hit on digital platforms.

It was shared by the top publications, celebrities, bloggers and specially the regular audience. It received an overwhelming response that proved how the concept struck a chord with each and every viewer.

THE IMPACT OF THE AD REFLECTED IN THE NUMBERS IT ACHIEVED IN JUST TWO DAYS:

